



2005 Cultural STAR Program

ORGANIZATIONAL DEVELOPMENT

Grant Guidelines & Application

DEADLINE: Friday, January 28th 4:00 PM

This information can be made available in the following alternative formats: Large print, audio tape and computer disk. We also can help your group find a language interpreter to translate these guidelines. To accommodate your request, the City of Saint Paul will need at least 10 working days.



CITY OF SAINT PAUL

DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT

1300 City Hall Annex, 25 West Fourth Street

Saint Paul, Minnesota 55102

(651) 266-6581

Revised December 21, 2004

General Information

To receive additional copies of the Cultural STAR Guidelines or for more information about the 2005 funding cycle, please call (651) 266-STAR (7827).

City of Saint Paul

Mayor Randy C. Kelly

City Council President Kathy Lantry
Councilmember Jay Benanav
Councilmember Dave Thune
Councilmember Debbie Montgomery
Councilmember Pat Harris
Councilmember Dan Bostrom
Councilmember Lee Helgen

Department of Planning and Economic Development (PED)

Susan Kimberly, Director

Gayle Ober, Director of Arts, Culture & Entertainment (651) 266-8524
Gayle.ober@ci.stpaul.mn.us

Dan Smith, Cultural STAR Coordinator (651) 266-6581
Dan.smith@ci.stpaul.mn.us

2005 Cultural STAR Board (as of 12/16/04)*

Stephanie Andrews, At- Large citizen representative
Barbara Brooks, Minnesota Jewish Theater Company
Bruce Coppock, Saint Paul Chamber Orchestra
Jose Gonzalez, Bush Foundation
Mary McColl, Ordway Center for the Performing Arts
Teri McLaughlin, Children's Safety Centers Network
Stanley Romanstein, Minnesota Humanities Commission
Kathleen Wilson, Science Museum of Minnesota

*Two additional members will be appointed in early January 2005

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PART I: Guidelines

Before completing your application, please review these guidelines carefully to determine whether or not your group and project are eligible for funding from the Cultural STAR Program.

Purpose

To promote economic growth in Saint Paul by strengthening the arts and cultural sector and by supporting Downtown as a vital cultural center.

Background

The Sales Tax Revitalization (STAR) Program is a ½ cent sales tax created by the State Legislature in 1993 to support economic development in the City of Saint Paul. The Saint Paul City Council has designated 10% of the total tax revenue from this program to grants and loans for cultural projects.

Geographic Focus

At least 80% of Cultural STAR funds will be invested in projects located within the targeted area known as the Cultural District. The remaining funds may be allocated toward projects outside the Cultural District within the legal limits of the City of Saint Paul.

The Cultural District is defined as the geographic area bordered by Interstate 94 to the north, the Lafayette Bridge to the east, the Mississippi river to the south, and Chesnut Road to the west (see Cultural District Map, Page 7).

Goals

PROGRAM / FINANCING OPTIONS			
<i>Projects must advance one or more of these goals</i>	<i>Program</i>	<i>Loans</i>	<i>Grants</i>
1) To develop and improve cultural facilities	Capital Project	Yes	Yes
2) To strengthen cultural organizations	Organizational Dev.	Yes	Yes
3) To attract audiences to downtown Saint Paul	Organizational Dev.	No	Yes

Eligible Applicants

ELIGIBLE		INELIGIBLE	
APPLICANTS	<ul style="list-style-type: none"> Cultural organizations. Any public, private, or non-profit entity that is located within or does business within the City of Saint Paul. City departments or divisions are eligible when in partnership with or supported by an eligible organization. 		<ul style="list-style-type: none"> Churches and religious organizations. Political parties and related political action groups. Federal, state, and county agencies and departments. Individual artists or homeowners.

Funding Priorities

Priority will be given to projects that are designed to:

- ◆ Build the capacity of cultural organizations.
- ◆ Build and diversify audiences and access to art forms and cultural offerings in Saint Paul.
- ◆ Have a multi-year, long-term impact.
- ◆ Leverage additional financial support.

Funding Criteria

Cultural STAR Proposals are rated using the following criteria:

- ◆ **Impact** of the project on the applicant organization and/or the cultural life of Saint Paul.
- ◆ **Quality** of the proposal and project plan.
- ◆ Demonstrated **ability** of the applicant organization to complete the project as planned.

Cultural STAR Board members rate each proposal using these criteria and a 5-point scale. They then give the project an overall score that is averaged to determine the projects ranking. That ranking is used to determine which projects are recommended for funding.

Cultural STAR Board

A nine-member Saint Paul Cultural STAR Board was created to serve as the formal review body for recommending grants or loans from the cultural portion of sales tax funds to the Mayor. The Mayor then forwards a recommendation onto the City Council. The Board consists of five Mayoral appointed, City Council approved members and four members elected by cultural organizations in the Cultural District.

Review Process

The selection process for proposals is highly competitive. The number of proposals to be funded is dependent on the quality of the proposals and the availability of funding. The review process is as follows:

- City Staff will review applications for eligibility. Ineligible and incomplete applications will be returned.
- The Board will invite all eligible applicants to an interview. Applicants will be notified in writing of interview time and location.
- Cultural STAR Interviews are public meetings, however no public testimony will be taken. Anyone wishing to make comments on applications is encouraged to submit these comments in writing to City staff prior to January 28, 2005.
- The Board will review the proposals based on program guidelines, merits, fund availability and make funding recommendations to the Mayor and City Council.
- The Mayor will present final recommendations to the City Council.
- The City Council will make the final selection of STAR project proposals.



Beginning in 2005, there will be a second competitive round for projects that do not apply by the January 28th deadline. All proposals that meet an emergency need or unforeseen circumstance that arises during the year will be considered during this second round. Any Cultural STAR funds not committed during the first round or returned to the program during the course of the year will be made available during the second round. The deadline for the second round applications will be August 1, 2005. Organizations that submit an application during the first round will not be eligible to apply during the second round.

Beginning in 2006, the Cultural STAR Board will use two competitive rounds to review applications each year. Applications for the spring round will be due in January and applications for the fall round will be due in July. It is anticipated that the annual Cultural STAR budget will be divided evenly among these two rounds. It is anticipated that organizations will be allowed to apply both rounds but will only be eligible to receive funding in one round. More details regarding the spring and fall rounds will be published along with the 2006 Cultural STAR program guidelines in November 2005.

The Organizational Development program offers grants to strengthen the operations of cultural organizations.

	ELIGIBLE	INELIGIBLE
PROJECTS	<ul style="list-style-type: none"> Assistance to cultural organizations for marketing and promotional initiatives and special fundraising efforts. Projects that further the mission of cultural organization and enhance their financial stability. Implementation of exhibitions, performances and cultural events, etc. 	<ul style="list-style-type: none"> Refinancing existing debts. Duplication of a current City program. Projects located outside the city limits. Organizations that have received Organizational Development grants in three consecutive grant cycles. Public service projects such as crime prevention, block nursing programs, child care and similar efforts.

	ELIGIBLE	INELIGIBLE
EXPENSES	<p>Any direct project cost that specifically pertains to the execution of the project.</p> <ul style="list-style-type: none"> Personnel salaries & benefits, consultant fees, temporary employees and promotional costs anticipated by a cultural organization that: <ul style="list-style-type: none"> ➤ Enable a cultural organization to "broaden its base" of earned or contributed financial support. ➤ Promote and/or implement exhibitions, performances and cultural events that take place within the City of Saint Paul; ➤ Are a part of a multi-year strategy to substantially increase the base of patronage and/or financial support. Computers and/or telephones as long as they are integral to a broader purpose and not the primary focus of the proposal. 	<ul style="list-style-type: none"> Use of STAR funds to develop a STAR proposal or organize an entity to manage a STAR proposal. Activity that has been completed prior to project approval for funding by the City Council.

Program Requirements

- The minimum grant request is \$5,000, it is unlikely that the board will recommend funding any proposal for more than \$50,000.
- The same or similar proposal cannot be submitted to more than one of the following programs in any one funding cycle: the Capital Improvement Budgeting (CIB) program, the Neighborhood STAR program, and the Cultural STAR program.
- It is unlikely that the Board will recommend multiple grants from one principal applicant in any given grant cycle.

Match Requirements

Organizational Development Grants have no match requirements, but are limited to 25% of the cultural organization's average annual budget for the last three years.

Expectations of Grant Recipients

Project Development and Implementation

- Upon selection by the City Council, the Cultural STAR applicant will receive a letter of commitment that specifies a period of time during which the applicant must refine the project or program, secure the private match, meet other requirements as specified in the letter of commitment and enter into an agreement with the City for the use of the STAR funds. Failure to act within the period of time specified in the commitment letter may result in cancellation of the commitment.
- Projects should be completed or self-sustaining within the period of time approved by the Cultural STAR Board and specified in the agreement. Requests for contract extensions are discouraged.
- **Contract:** Prior to the implementation of an applicant's project, a contract will be entered into between the City of Saint Paul and the selected applicant. Contracts should be signed within six months of project final approval. The contract will contain, at minimum, a scope of services to be performed by all parties and a budget section outlining all funding sources, and an implementation timeline. The contract will be signed in accordance with City policy. Implementation contracts require:
 - Appropriate liability insurance that insures the City of Saint Paul.
 - Adherence, where applicable, to federal, state and local regulations and policies pertaining to the use of funds, such as prevailing wage standards, relocation requirements, affirmative action, targeted vendor programs and the First Source program. The nature of the project (i.e. residential vs. commercial) determines which regulations apply. Staff will hold a compliance meeting prior to implementation of the contract to identify applicable regulations.

Sales Tax applicants are cautioned not to make any commitments until they fully understand potential compliance and funding regulations.

- Implementation must progress as projected in the application. Lack of progress is grounds for withdrawing funding.
- **Sales Tax Fund Distribution:** Sales Tax Fund distribution will generally be based on submission of invoices. Final payment will be made upon completion of the project and receipt of the final project report and evaluation. At the time of completion of all activities contained in the agreement or upon expiration of the agreement, any remaining project fund balances will be returned to the STAR Fund.
- **Status Reports:** Six month written status reports are required for each project. The report should include project expenditures, status of match commitments and progress toward meeting expected project outcomes (as identified in the original application). Account officers are available to assist applicants with reports.
- **Final Report:** A final written report is required to determine the extent to which the project has been successful. Project success will be measured against expected project outcomes and the overall objectives of the STAR Program. This final report must be received before the final reimbursement request will be paid.



Part II: Application

1. Applications must be **received** by **4:00 P.M., Friday, January 28, 2005**. **Late applications will NOT be accepted.** Mail or deliver applications to:

**Cultural STAR Program
Department of Planning and Economic Development
1300 City Hall Annex
25 West Fourth Street
Saint Paul, Minnesota 55102**

2. Type all responses in black ink with at least 1" margins using no less than a 10-point font. Please do not bind application.
3. The application must be completed in full. If any of the requested information is not provided, the application will not be considered.
4. Applications may NOT be changed or modified at applicant's request once submitted to the City.
5. Budget information must be specific and include verifiable cost estimates.
6. Limit additional attachments. All supporting documents should be on 8½ x 11" paper.
7. This form is available on a 3.5" diskette or on the web at www.ci.stpaul.mn.us.

APPLICATION CHECKLIST

- ☐ Submit pages 1 through 7 of the application on 8 ½ x 11 white paper. You may reproduce these pages on your computer, as long as you stay within the space and number of pages allotted.
- ☐ Both the person completing the application and the organization's chief officer or president should sign the cover page where indicated.

ATTACHMENTS (Please attach in this order)

- ☐ Map with location where project activity is to occur (page 7)
- ☐ Current list of officers, principals and board members of your entity (page 3)
- ☐ Audited Financial Statements (or form 990) for most recently completed fiscal year (page 5)
- ☐ Operations budgets for the previous three years (page 5)
- ☐ Copy of letter from the IRS documenting your group's tax exempt status or Articles of Incorporation for a for-profit entity
- ☐ Up to three letters of support (optional)



2005 CULTURAL STAR APPLICATION ORGANIZATIONAL DEVELOPMENT

Deadline: January 28, 2005 at 4:00 p.m.
(Please type all responses.)

Tracking #
2005 -

APPLICANT

Legal Entity Submitting Request: _____

Check type(s) of entity: Public Private For Profit Non-Profit

Federal I.D. #: _____ # of Employees (full-time equiv.) _____
(or Soc. Sec. #) # of Patrons (most recent year) _____

CONTACT

Contact Person: _____

Address: _____
 STREET CITY STATE ZIP

Title: _____ E-Mail Address: _____

Phone: () _____ Fax:: () _____

PROJECT

Project Name: _____

Project Address: _____ **SAINT PAUL, MN** _____
 STREET CITY STATE ZIP

City Council Ward: _____ District Council: _____
For more information about the Ward and District Council in your area, visit www.ci.stpaul.mn.us/neighborhoods

REQUEST

STAR Grant Request:	\$ _____	<i>minimum \$5,000</i>
Other Funds	\$ _____	
Total Project Cost	\$ _____	

Is your project located
within the Cultural District?

YES NO

Signature of Individual Completing Application	Typed Name	Title	Date
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Signature of Chief Officer or President	Typed Name	Title	Date
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PROJECT DESCRIPTION

- 1> **Project Summary:** Using 100 words or less, please describe your project, highlighting those areas expected to be funded by Cultural STAR.

- 2> **Project location.** Using the map on page 7, identify the address and/or area boundaries for your project. *If your project is outside the cultural district, please provide an alternative map.*

ATTACHMENT



Project Location

- 3> **Results and Impact:** Briefly describe the specific results of your project. *Examples: New performance series will serve 5,000 audience members, exhibit will reach out to East Metro audiences, etc.*

- 4> **STAR Criteria:** Please describe how this project meets the criteria listed on page B:

IMPACT:

QUALITY:

ABILITY:



- 1> **Applicant Description:** Describe your entity—history, structure, membership, mission, staff, etc.

ATTACHMENT



Current list of officers, principals and board members

- 2> **Related Experience:** Describe your organization's experience and capacity for successfully completing a similar project or development. *List recent projects and experience that are similar or relevant to the proposal.*



PROJECT INFORMATION

- 1> **Project Narrative:** Provide a detailed description of your proposal, Address the following questions as a part of your description:
- What need will this proposal address? How was this need identified?
 - How does this project fit into your long-range plans?
 - How will the use of STAR funds enhance your organization's financial stability?
 - How will this project attract a new audience to Saint Paul?

2> **Project Schedule:** What are the project's beginning and completion dates?

a. **BEGINNING DATE** _____

b. **END DATE** _____

3> **Project Team:** Please identify partner organizations or key individuals that will make up your project team.

4> **City Support:** List the source/program and amount of all monies received from City in the past five years (NOTE: include information on any unused balances from grants or loans that are more than five years old).

YEAR	CITY PROGRAM	AMOUNT	LOAN OR GRANT
		\$	
		\$	
		\$	
		\$	
		\$	

5> **Adverse Lending Relationships:** Report any present or past adverse lending relationships between this entity, including principals, and the City (*examples: default, delinquent payments, litigation*).



6> **Annual Budget:** Your Cultural STAR request cannot exceed 25% of your annual budget for the past three years. Please report your budget numbers below and attach a one-page operations budget for each year to your application.

YEAR ONE	YEAR TWO	YEAR THREE	TOTAL
		average (/3)	
		max. request (x .25)	



PROJECT BUDGET

ATTACHMENTS

-  Detailed description of any expense over \$1,000.
-  Audited financial statements (or form 990) for most recently completed fiscal year.

Complete budget forms below. If you already have a one-page project budget that contains this information, you may submit it as a replacement for this page. Box A should equal box B.

1> PROJECT EXPENSES	STAR \$	OTHER \$
Personnel (employee or contract)		
Artistic Employees Contractors		
Admin. Employees Contractors		
Supplies		
Printing and Postage		
Facilities / Equipment		
Transportation		
Marketing / Promotions		
ADA-Related Costs		
Other (provide details)		

Subtotal		
TOTAL PROJECT EXPENSE	A	

2> PROJECT INCOME	AMOUNT
Grants and Contributions	
Individuals	
Foundations and Corp.	

Government	
Cultural STAR Request	\$

Other (explain)	
Earned Income	
Sales	
Admissions	
Other (explain)	
TOTAL PROJECT INCOME	B



PROJECT MAP

